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AREA PROFILE

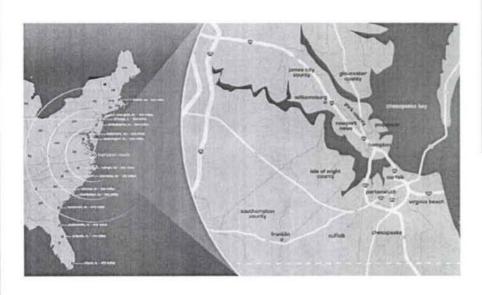
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# **Hampton Roads Metro Area**



# Area Profile

Hampton Roads Metro Area

Chesapeake
Franklin
Gloucester County
Hampton
Isle of Wight County
James City County
Newport News
Norfolk
Poquoson
Portsmouth
Southempton County
Virginia Beach
Williamsburg
York County
York County
Virginia Beach
Williamsburg
York County

# Population - 2010

Total Population	1,671,683
Total Households	628.572
Median Age	35 4
*Source 2010 Census	
Population by Age	
0-19 years	26.7%
20-24 years	8 7%
25-44 years	26 9%
45-64 years	26 1%
65+ years	11 6%
*Source 2010 Census	

# Median Household Income

Year	
2009	\$56 222
2005	\$51,077
2000	\$42,448
*Course II C Consus Burnsu	

### Educational Attainment

Less than 9th grade	3 3%
9th to 12th grade, no diploma	8 3%
High school graduate	28 0%
High school graduate or higher	88.4%
Some college, no degree	24 9%
Associates degree	8 4%
Bachelor's degree	17 1%
Graduate/Professional Degree	10.0%
*Source: U.S. Census Bureau 05-09	ACS Data

### Labor Force

838,381
779,617
58,764
7.0%

### Largest Employers

US Department of Defense
Huntington Ingalis Industries/ Newport News
Shipbuilding
Sentara Healthcare
Riverside Health System
Seaworld Parks & Entertainment
Smithfield Foods, Inc.
Dominion Virginia Power
Chesapeake Reg Medical Center
click have for a full major employer (> 1000) 5st

chick <u>here</u> for a full major employer (>1000) list \*Source: Virginia Employment Commission 2010

### **Employment by Industry**

Industry	# Emps	% Emps
Natural Resources and Mining & Construction	35,900	5.0%
Manufacturing	52,200	7 3%
Trade, Transportation, and Utilities	125,100	17.3%
Information	11,800	16%
Financial Activities	35,700	4.9%
Professional and Business Services	96,300	13.3%
Educational and Health Services	95,200	13 1%
Leisure and Hospitality Other Services	79,700 34,800	11.0% 4.8%
Government	157,800	21.7%
*Source Virginia Employmen	t Commission	

### Contact

Hampton Roads Economic Development Alliance

> 500 Main Street, Suite 1300 Norfolk, VA 23510 (P) 757 627 2315 (F) 757 623 3081

> > www.hreda.com

\*Source: Virginia Employment Commission 6/11

Area Profile



**Real Estate** 



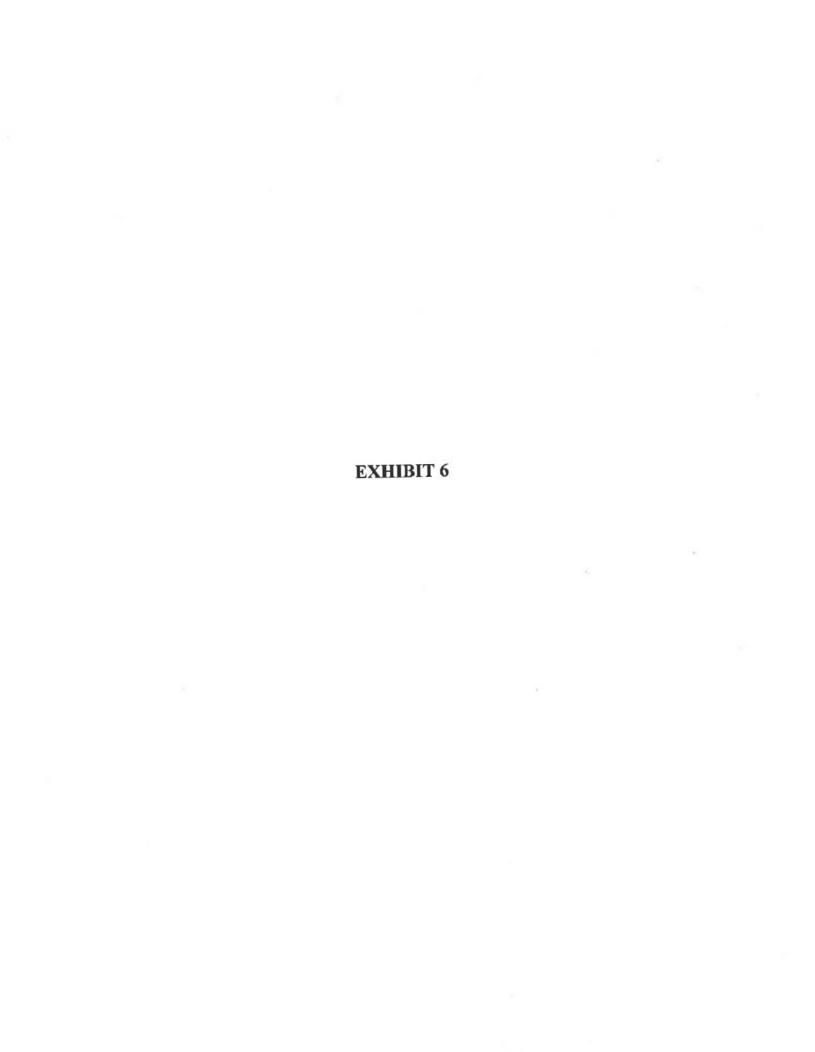
Quality of Life



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# U.S. Census Bureau



DP-1

Profile of General Population and Housing Characteristics: 2010

2010 Demographic Profile Data

NOTE: For more information on confidentiality protection, nonsampling error, and definitions, see http://www.census.gov/prod/cen2010/doc/dpsf.pdf.

# Geography: Elizabeth City city, North Carolina

Subject SEX AND AGE	Number	Percent
Total population	18,683	100.
Under 5 years	1,396	7.
5 to 9 years	1,164	6.
10 to 14 years	992	5.
15 to 19 years	1,814	9.
20 to 24 years	2,253	12.
25 to 29 years	1,382	7.
30 to 34 years	1,108	5.
35 to 39 years	895	4
40 to 44 years	935	5
45 to 49 years	1,105	5.
50 to 54 years	1,167	6.
55 to 59 years	976	5
60 to 64 years	896	4
65 to 69 years	714	3
70 to 74 years	534	2
75 to 79 years	446	2
80 to 84 years	453	2
85 years and over	453	2
Median age (years)	31.3	()
16 years and over	14,932	79
18 years and over	14,489	77
21 years and over	12,672	67
62 years and over	3,137	16
65 years and over	2,600	13
Male population	8,556	45
Under 5 years	731	3
5 to 9 years	598	3
10 to 14 years	469	2
15 to 19 years	865	4
20 to 24 years	1,049	5
25 to 29 years	646	3
30 to 34 years	502	2
35 to 39 years	434	2
40 to 44 years	447	2
45 to 49 years	508	2
50 to 54 years	523	2
55 to 59 years	416	2
60 to 64 years	406	2
65 to 69 years	281	1
70 to 74 years	231	1
75 to 79 years	154	0
80 to 84 years	165	0
85 years and over	131	0

Subject	Number	Percent
Median age (years)	29.3	(X)
16 years and over	6,657	35.6
18 years and over	6,438	34.5
21 years and over	5,616	30.1
62 years and over	1,208	6.5
65 years and over	962	5.1
Female population	10,127	54.2
Under 5 years	665	3.6
5 to 9 years	566	3.0
10 to 14 years	523	2.8
15 to 19 years	949	5.1
20 to 24 years	1,204	6.4
25 to 29 years	736	3.9
30 to 34 years	606	3.2
35 to 39 years	461	2.5
40 to 44 years	488	2.6
45 to 49 years	597	3.2
50 to 54 years	644	3.4
55 to 59 years	. 560	3.0
60 to 64 years	490	2.6
65 to 69 years	433	2.3
70 to 74 years	303	1.6
75 to 79 years	292	1.6
80 to 84 years	288	1.5
85 years and over	322	1.7
Median age (years)	33.2	(X)
16 years and over	8,275	44.3
18 years and over	8,051	43.1
21 years and over	7,056	37.8
62 years and over	1,929	10.3
65 years and over	1,638	8.8
RACE		
Total population	18,683	100.0
One Race	18,254	97.7
White	7,389	39.5
Black or African American	10,090	54.0
American Indian and Alaska Native	67	0.4
Asian	229	1.2
Asian Indian	80	0.4
Chinese	41	0.2
Filipino	26	0.1
Japanese	11	0.1
Korean	4	0.0
Vietnamese	62	0.3
Other Asian [1]	5	0.0
Native Hawaiian and Other Pacific Islander	10	0.1
Native Hawaiian	1	0.0
Guamanian or Chamorro	6	0.0
Samoan	2	0.0
Other Pacific Islander [2]	1	0.0
Some Other Race	469	2.5
Two or More Races	429	2.3
White; American Indian and Alaska Native [3]	42	0.2
White; Asian [3]	47	0.3
White; Black or African American [3]	159	0.9
White; Some Other Race [3]	25	0.1
Race alone or in combination with one or more other		
races: [4]		
White Black or African American	7,694	41.2
WIGHT OF BIRCON AMORCON	10,387	55.6

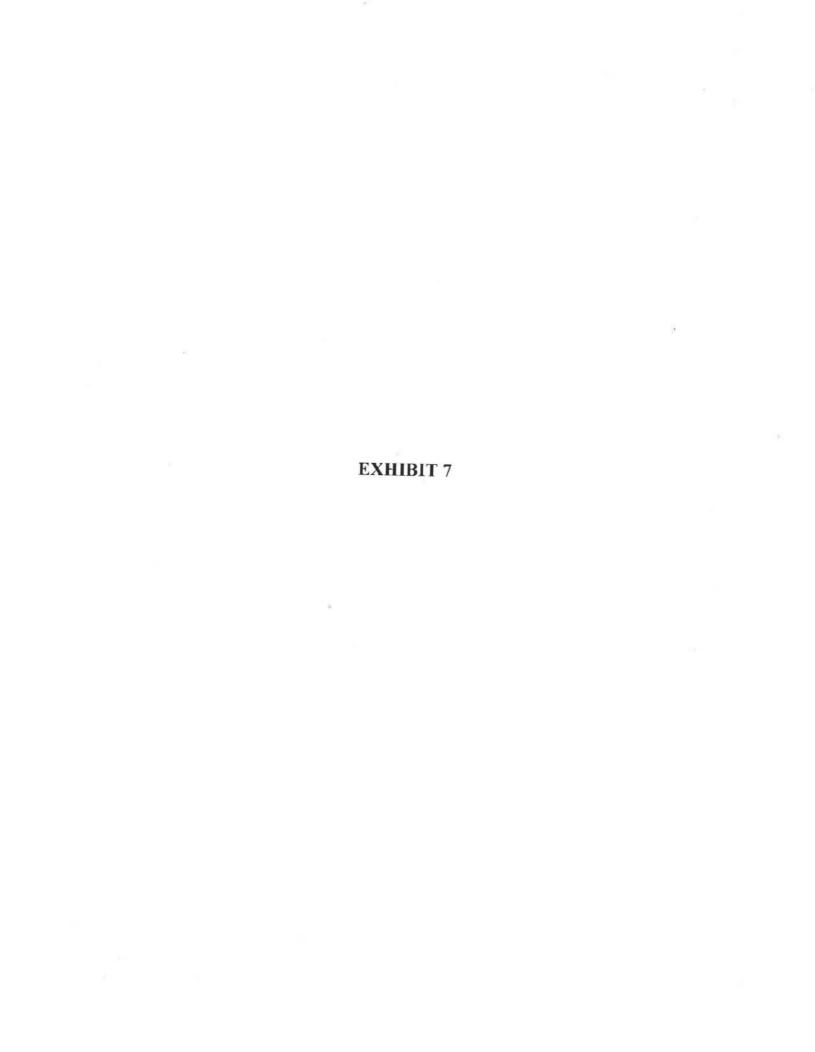
Subject	Number	Percent
Asian	311	1.7
Native Hawaiian and Other Pacific Islander	29	0.2
Some Other Race	550	2.9
HISPANIC OR LATINO		
Total population	18,683	100.0
Hispanic or Latino (of any race)  Mexican	943	5.0
Puerto Rican	605	3.2
Cuban	147	0.8
Other Hispanic or Latino [5]	19: 172:	0.1
Not Hispanic or Latino	17,740	0.9 95.0
HISPANIC OR LATINO AND RACE	17,740	95.0
Total population	18,683	100.0
Hispanic or Latino	943	5.0
White alone	363	1.9
Black or African American alone	63	0.3
American Indian and Alaska Native alone	8	0.0
Asian alone	2	0.0
Native Hawaiian and Other Pacific Islander alone	4	0.0
Some Other Race alone	433	2.3
Two or More Races	70	0.4
Not Hispanic or Latino	17,740	95.0
White alone	7,026	37.6
Black or African American alone	10,027	53.7
American Indian and Alaska Native alone	59	0.3
Asian alone	227	1.2
Native Hawaiian and Other Pacific Islander alone	6	0.0
Some Other Race alone	36	0.2
Two or More Races	359	1.9
RELATIONSHIP		
Total population	18,683	100.0
In households	16,590	88.8
Householder	6,982	37.4
Spouse [6]	2,373	12.7
Child	4,873	26.1
Own child under 18 years	3,508	18.8
Other relatives	1,317	7.0
Under 18 years	590	3.2
65 years and over	126	0.7
Nonrelatives	1,045	5.6
Under 18 years	78	0.4
65 years and over	49	0.3
Unmarried partner	438	2.3
In group quarters	2,093	11.2
Institutionalized population	313	1.7
Male	173	0.9
Female	140	0.7
Noninstitutionalized population	1,780	9.5
Male	791	4.2
Female	989	5.3
HOUSEHOLDS BY TYPE		
Total households	6,982	100.0
Family households (families) [7]	4,286	61.4
With own children under 18 years	1,923	27.5
Husband-wife family	2,373	34.0
With own children under 18 years	829	11.9
Male householder, no wife present	336	4.8
With own children under 18 years	151	2.2
Female householder, no husband present	1,577	22.6

Subject	Number	Percent
Nonfamily households [7]	2,696	38.6
Householder living alone	2,291	32.8
Male	867	12.4
65 years and over	230	3.3
Female	1,424	20.4
65 years and over	712	10.2
Households with individuals under 18 years	2,259	32.4
Households with individuals 65 years and over	1,947	27.9
Average household size	2.38	(X)
Average family size [7] HOUSING OCCUPANCY	3.00	(X)
Total housing units	8,167	100.0
Occupied housing units	6,982	85.5
Vacant housing units	1,185	14.5
For rent	462	5.7
Rented, not occupied	12	0.1
For sale only	183	2.2
Sold, not occupied	73	0.9
For seasonal, recreational, or occasional use	57	0.7
All other vacants	398	4.9
Homeowner vacancy rate (percent) [8]	5.2	(X)
Rental vacancy rate (percent) [9]	11.0	(X)
HOUSING TENURE		
Occupied housing units	6,982	100.0
Owner-occupied housing units	3,241	46.4
Population in owner-occupied housing units	7,557	(X)
Average household size of owner-occupied units	2.33	(X)
Renter-occupied housing units	3,741	53.6
Population in renter-occupied housing units	9,033	(X)
Average household size of renter-occupied units	2.41	(X)

### X Not applicable.

- [1] Other Asian alone, or two or more Asian categories.
- [2] Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.
- [3] One of the four most commonly reported multiple-race combinations nationwide in Census 2000.
- [4] In combination with one or more of the other races listed. The six numbers may add to more than the total population, and the six percentages may add to more than 100 percent because individuals may report more than one race.
- [5] This category is composed of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as "Latino" or "Hispanic."
- [6] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner."
- [7] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder.
- [8] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only," by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100.
- [9] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

Source: U.S. Census Bureau, 2010 Census.

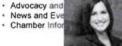


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### Our Mission:

To Promote Business Development The Elizabeth City Area Chamber of Commerce is a membership organization that serves as the central agency to improve the business environment in our community

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### Elizabeth City Chamber of Commerce

Named one of "The 100 Best Small Towns in America" and known worldwide as the Harbor of Hospitality, Elizabeth City is a waterfront community that is centrally located on the eastern seaboard of the United States and only 45 minutes from the Hampton Roads area of Virginia and North Carolina's legendary Outer Banks. A well-known location on the Intracoastal Waterway, Elizabeth City offers complimentary 48- hour dockage to sailors from around the

Elizabeth City is home to two colleges, a constituent university of the University of North Carolina system and the largest U.S. Coast Guard command in the nation.

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### **New Members**

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# Tankini Salon 12 00 PM - 1 00 PM Oct 20, 2011

Mid Atlantic Christian Univ Ribbon Cutting Luncheon 12 00 PM - 1 00 PM Oct 21, 2011

NE NC Coalition for Small Minority Farmers & Landowners Ribbon Cutting Luncheon 12 00 PM - 1 00 PM Oct 27, 2011

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Home > Economic Development

### **Economic Development**

## **Business and Industry**

The Elizabeth City area has a uniquely diverse economy from large agriculture and airship repair and manufacturing to the large presence of the United States Coast Guard, business opportunities abound. The Chamber members listed are ready and willing to do business with you!



Albemarle Economic Development Commission P.O. Box 70 Elizabeth City. NC 27907-007 252-338-0169 www.DiscoverEC.com

**Business License Information** 

City of Elizabeth City 252-338-3981 www.cityofec.com

Pasquotank County and Camden County do not require a business license.

Planning Departments

City of Elizabeth City Planning Department 252-337-6672 www.cityofec.com

Pasquotank County Planning Department 252-335-1891 www.co.pasquotank.nc.us

Camden County 252-338-1919 www.camdencountync.gov

# **Small Business Centers**

ECSU Small Business & Technology Development Center 252-335-3247 www.sbtdc.org

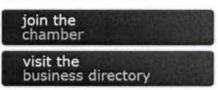
College of The Albemarle Small Business Center 252-335-0821 Ext. 2231 www.albemarle.edu/sbc

### Agriculture

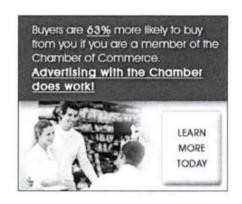
Some of North Carolina's most productive farm land and great waterways are located in the Albemarle region which is known for its agricultural heritage. These lands produce excellent quality produce such as potatoes, watermelons, cabbage, cotton, soybeans, peanuts, wheat, barley, oats and a variety of other vegetables. These crops are shipped throughout the eastern U.S. and Canada.

The abundant waters of eastem North Carolina provide an excellent resource for the states large seafood/aquaculture industry. Annual harvests of flounder, shrimp, blue crabs, clams, scallops, mackerel, tuna, snapper, oysters, and trout have been a mainstay for down east communities for generations. Aquaculture production of catfish, hybrid striped bass, crawfish and ornamental fish continues to be one of the most exciting areas for expansion of North Carolina agriculture

For more information contact



### **Quick Links**



Pasquotank County Cooperative Extension Agency 252-338-3954.

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Home > Advocacy & Policy

## Advocacy & Policy

### Chamber Legislative Committee:

The Committee reviews and monitors governmental developments at the Local, State and Federal levels The Committee then advises the full Chamber Board of Directors of any positions which the Chamber of Commerce should take on developing issues

- · State of the State: In conjunction with the Chambers of Commerce of Currituck, Gates, Perquimans and Chowan Counties, our area State Representatives and Senators are invited to join us for lunch At that time they discuss the upcoming session of the General Assembly and discuss issues facing
- · Legislative Forums: We hold open forums for candidates in Elizabeth City, Pasquotank County, Camden County, State and National political races. Candidates may come and present their views and answer constituent questions.
- · Business Climate Survey: This biannual survey asks business owners and managers what aspects of City and both county governments are working well and what needs improvement. These results are then shared with the governments and the public.

For more information on the Legislative Committee, please contact Jennifer Palestrant at jpalestrant@elizabethcitychamber.org

### Chamber Education Committee:

The Chamber's Education Committee strives to strengthen the partnerships between businesses and our local school systems, private schools, colleges and universities. Members of the committee come from Chamber businesses and from member educational Institutions.

### Signature Events include:

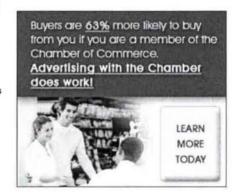
- · State of Education Breakfast educational Institutions share information and updates about what is new with their organizations at this ticketed breakfast event
- · Groundhog Job Shadow Day Area eighth graders are taken on tours of local businesses to explore career paths available to them.
- . Teacher of the Year Celebration Teachers of the Year are honored at this special ceremony
- New Teacher Packets Newcomer Packets are distributed to new teachers at each educational organizations. Member businesses can supply promotional materials and coupons for the packets.
- School Supplies Drive August 1-31. Drop off barrels are located at local businesses to collect school supplies for needy children in the Camden and Elizabeth City-Pasquotank Public Schools

For more information on the Education Committee, please contact Holly Staples at hstaples@elizabethcitychamber.org

ioin the chamber

visit the business directory

## **Quick Links**



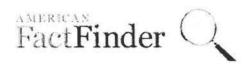
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**EXHIBIT 8** 

# U.S. Census Bureau



DP-1

Profile of General Population and Housing Characteristics: 2010

2010 Demographic Profile Data

NOTE: For more information on confidentiality protection, nonsampling error, and definitions, see http://www.census.gov/prod/cen2010/doc/dpsf.pdf.

# Geography: Norfolk city, Virginia

Subject SEX AND AGE	Number	Percent
Total population	242,803	100.0
Under 5 years	16,494	6.8
5 to 9 years	14,047	5.8
10 to 14 years	12,326	5.1
15 to 19 years	18,487	7.6
20 to 24 years	37,369	15.4
25 to 29 years	24,107	9.9
30 to 34 years	17,379	7.2
35 to 39 years	14,384	5.9
40 to 44 years	13,398	5.5
45 to 49 years	14,806	6.1
50 to 54 years	15,031	6.2
55 to 59 years	12,503	5.1
60 to 64 years	9,676	4.0
65 to 69 years	6,643	2.7
70 to 74 years	4,823	2.0
75 to 79 years	4,178	1.7
80 to 84 years	3,640	1.5
85 years and over	3,512	1.4
Median age (years)	29.7	(X)
16 years and over	197,512	81.3
18 years and over	192,191	79.2
21 years and over	173,354	71.4
62 years and over	28,267	11.6
65 years and over	22,796	9.4
Male population	125,797	51.8
Under 5 years	8,433	3.5
5 to 9 years	7,085	2.9
10 to 14 years	6,197	2.6
15 to 19 years	9,582	3.9
20 to 24 years	22,882	9.4
25 to 29 years	13,529	5.6
30 to 34 years	9,327	3.8
35 to 39 years	7,788	3.2
40 to 44 years	6,832	2.8
45 to 49 years	7,293	3.0
50 to 54 years	7,165	3.0
55 to 59 years	5,929	2.4
60 to 64 years	4,553	1.9
65 to 69 years	2,960	1.3
70 to 74 years	2,076	0.9
75 to 79 years	1,620	0.7
80 to 84 years	1,344	0.6
85 years and over	1,202	0.5

Subject	Number	Percent
Median age (years)	28.0	(X)
16 years and over	102,901	42.4
18 years and over	100,220	41.3
21 years and over	89,752	37.0
62 years and over	11,733	4.8
65 years and over	9,202	3.8
Female population	117,006	48.2
Under 5 years	8,061	3.3
5 to 9 years	6,962	2.9
10 to 14 years	6,129	2.5
15 to 19 years	8,905	3.7
20 to 24 years	14,487	6.0
25 to 29 years	10,578	4.4
30 to 34 years	8,052	3.3
35 to 39 years	6,596	2.7
40 to 44 years	6,566	2.7
45 to 49 years	7,513	3.1
50 to 54 years	7,866	3.2
55 to 59 years	6,574	2.7
60 to 64 years	5,123	2.1
65 to 69 years	3,683	1.5
70 to 74 years	2,747	1.1
75 to 79 years	2,558	1.1
80 to 84 years	2,296	0.9
85 years and over	2,310	1.0
Median age (years)	31.9	(X)
16 years and over	94,611	39.0
18 years and over	91,971	37.9
21 years and over	83,602	34.4
62 years and over	16,534	6.8
65 years and over	13,594	5.6
RACE		
Total population	242,803	100.0
One Race	233,978	96.4
White	114,304	47.1
Black or African American	104,672	43.1
American Indian and Alaska Native	1,200	0.5
Asian	7,999	3.3
Asian Indian	765	0.3
Chinese	894	0.4
Filipino	4,716	1.9
Japanese	176	0.1
Korean	352	0.1
Vietnamese	418	0.2
Other Asian [1]	678	0.3
Native Hawaiian and Other Pacitic Islander	396	0.2
Native Hawaiian	56	0.0
Guamanian or Chamorro	114	0.0
Samoan	93	0.0
Other Pacific Islander [2]	133	0.1
Some Other Race	5,407	2.2
Two or More Races	8,825	3.6
White; American Indian and Alaska Native [3]	986	0.4
White; Asian [3]	1,559	0.6
White; Black or African American [3]	2,574	1.1
White; Some Other Race [3]	538	0.2
Race alone or in combination with one or more other races: [4]		
White	121,016	49.8
Black or African American	109,734	45.2
American Indian and Alaska Native	3,594	1.5

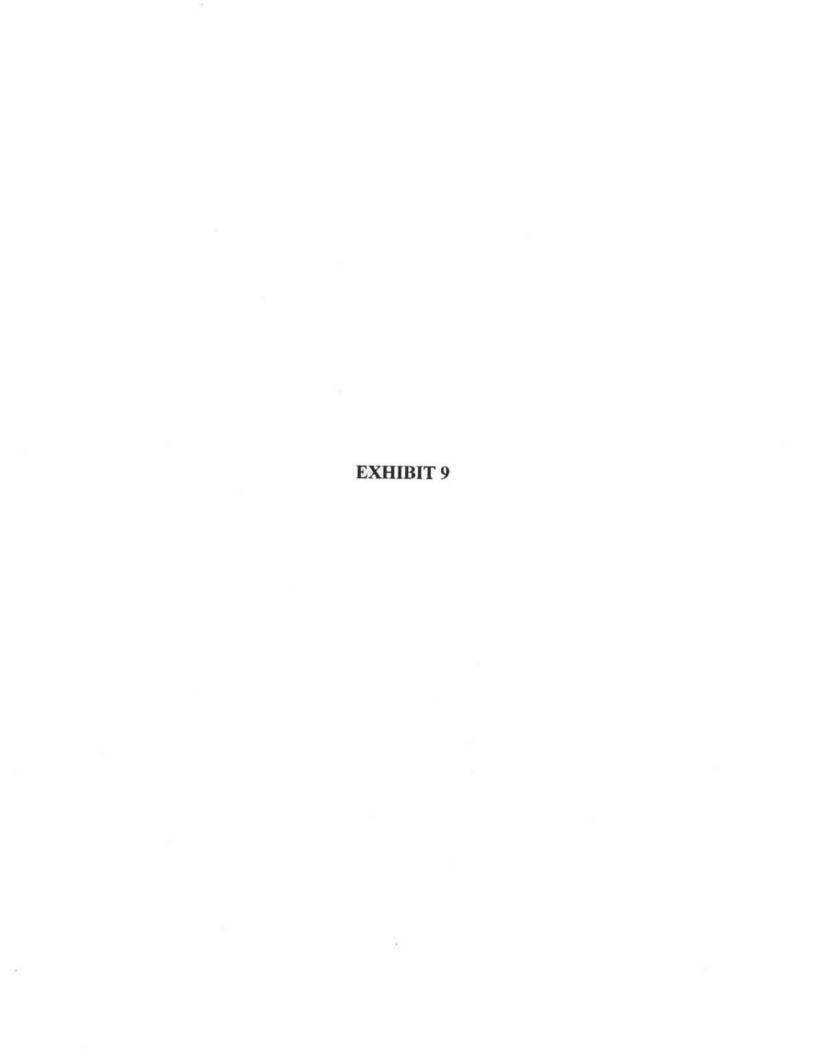
Subject	Number	Percent
Asian	10,738	4.4
Native Hawaiian and Other Pacific Islander	911	0.4
Some Other Race	6,798	2.8
HISPANIC OR LATINO		
Total population	242,803	100.0
Hispanic or Latino (of any race)	16,144	6.6
Mexican	5,432	2.2
Puerto Rican	4,387	1.8
Cuban	623	0.3
Other Hispanic or Latino [5]	5,702	2.3
Not Hispanic or Latino	226,659	93.4
HISPANIC OR LATINO AND RACE		
Total population	242,803	100.0
Hispanic or Latino	16,144	6.6
White alone	6,841	2.8
Black or African American alone	2,220	0.9
American Indian and Alaska Native alone	265	0.1
Asian alone	138	0.1
Native Hawaiian and Other Pacific Islander alone	37	0.0
Some Other Race alone	4,936	2.0
Two or More Races	1,707	0.7
Not Hispanic or Latino	226,659	93.4
White alone	107,463	44.3
Black or African American alone	102,452	42.2
American Indian and Alaska Native alone	935	0.4
Asian alone	7,861	3.2
Native Hawaiian and Other Pacific Islander alone	359	0.1
Some Other Race alone	471	0.2
Two or More Races	7,118	2.9
RELATIONSHIP		
Total population	242,803	100.0
In households	210,023	86.5
Householder	86,485	35.6
Spouse [6]	29,572	12.2
Child	58,478	24.1
Own child under 18 years	42,273	17.4
Other relatives	16,484	6.8
Under 18 years	7,072	2.9
65 years and over	1,551	0.6
Nonrelatives	19,004	7.8
Under 18 years	1,104	0.5
65 years and over	471	0.2
Unmarried partner	6,456	2.7
In group quarters	32,780	13.5
Institutionalized population	2,746	1.1
Male	1,949	0.8
Female	797	0.3
Noninstitutionalized population	30,034	12.4
Male	22,795	9.4
Female	7,239	3.0
HOUSEHOLDS BY TYPE		
Total households	86,485	100.0
Family households (families) [7]	50,756	58.7
With own children under 18 years	23,367	27.0
Husband-wife family	29,572	34.2
With own children under 18 years	11,821	13.7
Male householder, no wife present	4,535	5.2
With own children under 18 years	2,035	2.4
Female householder, no husband present	16,649	19.3
With own children under 18 years	9,511	11.0

Subject	Number	Percent
Nonfamily households [7]	35,729	41.3
Householder living alone	26,854	31.1
Male	12,543	14.5
65 years and over	2,278	2.6
Female	14,311	16.5
65 years and over	5,231	6.0
Households with individuals under 18 years	27,363	31.6
Households with individuals 65 years and over	17,519	20.3
Average household size	2.43	( X )
Average family size [7]	3.06	( X )
HOUSING OCCUPANCY		
Total housing units	95,018	100.0
Occupied housing units	86,485	91.0
Vacant housing units	8,533	9.0
For rent	4,382	4.6
Rented, not occupied	200	0.2
For sale only	1,547	1.6
Sold, not occupied	201	0.2
For seasonal, recreational, or occasional use	482	0.5
All other vacants	1,721	1.8
Homeowner vacancy rate (percent) [8]	3.8	( X )
Rental vacancy rate (percent) [9]	8.5	(X)
HOUSING TENURE		
Occupied housing units	86,485	100.0
Owner-occupied housing units	39,252	45.4
Population in owner-occupied housing units	97,870	( X )
Average household size of owner-occupied units	2.49	( X )
Renter-occupied housing units	47,233	54.6
Population in renter-occupied housing units	112,153	( X )
Average household size of renter-occupied units	2.37	(X)

### X Not applicable.

- [1] Other Asian alone, or two or more Asian categories.
- [2] Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.
- [3] One of the four most commonly reported multiple-race combinations nationwide in Census 2000.
- [4] In combination with one or more of the other races listed. The six numbers may add to more than the total population, and the six percentages may add to more than 100 percent because individuals may report more than one race.
- [5] This category is composed of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as "Latino" or "Hispanic."
- [6] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner."
- [7] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder.
- [8] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only" by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100.
- [9] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

Source: U.S. Census Bureau, 2010 Census





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### A Brief History of WHRO

In 1957, Norfolk Public Schools, with a grant from the Ford Foundation's Fund for the Advancement of Education and the donation of production and broadcast time by WVEC-TV, began an experiment in the demonstration of teaching by television at the elementary-secondary levels in Hampton Roads.

In 1961, Vincent J. Thomas and Hunter B. Andrews, School Board Chairs of Norfolk and Hampton respectively, by a handshake agreement established WHRO-TV, and the Federal Communications Commission awarded a license to those school systems to operate channel 15, Virginia's first non-commercial, educational television station.

The next several years saw the utilization of instructional programs on WHRO-TV expanded to the cities of Newport News, Portsmouth, Chesapeake, Virginia Beach and Suffolk; and to Nansemond, York and Isle of Wight Counties. By 1968, participating school systems formally incorporated to own and govern WHRO as the Hampton Roads Educational Television Association, Inc., a private nonprofit educational corporation.

Over the next several years, WHRO-TV expanded its instructional production and school television services, receiving recognition and honors nationwide, including the George Foster Peabody Award (broadcasting's equivalent of the Pulitzer Prize). As federal and state funding for educational broadcasting fluctuated with the economy, WHRO instituted on-air solicitation of viewer contributions to augment governmental funding.

With the acquisition of WTGM 89.5 FM in 1975, HRETA stabilized and preserved public radio in Hampton Roads. Three years later, the call letters were officially changed to WHRO-FM, presenting a more unified public broadcasting service in Hampton Roads. To reflect the expansion of its services, HRETA expanded and revised its charter and adopted the name Hampton Roads Educational Telecommunications Association, Inc.

As the 1980s began, WHRO expanded its educational services to higher education with college credit telecourses offered on channel 15 and production of an award-winning national radio college credit course, American Diplomacy. However, a 35 percent cutback in federal funding in the early years of the decade caused WHRO to place more emphasis on community support initiatives. WHRO-TV introduced its first series into national distribution. (This series, Community of Living Things, achieved the highest utilization of any ITV series, won major television and film production awards, and continues in distribution today.)

The sale of a local commercial fine arts radio station prompted the expansion of classical music and fine arts programming on WHRO-FM with opportunities for increased listenership and community support. Exploration of activation of a second FM station was launched, and seven years later, after an FCC freeze on licenses, and a series of starts and stops, a construction permit was issued in 1988 by the Federal Communications Commission to activate a second FM public radio station.

Responding to area school system interests in educational applications of computers, WHRO



created the Consortium for Interactive Instruction to manage regional collaborative developments among school systems, higher education, private and independent schools and major research facilities.

To respond to increasing demand for telecommunications services, the WHRO Board of Directors approved a facility master plan and authorized a \$5 million capital campaign to expand and modernize the studio-office facility in Norfolk. Construction and renovation began in July of 1988.

The decade of the 1990s began with completion of the construction and renovation of the Norfolk studio-office facility, and the activation of a second non-commercial FM radio station. Public radio programming services were separated -- news and information, jazz-folk-alternative music on 89.5 FM (WHRV-FM) and classical and fine arts programming on 90.3 FM (WHRO-FM).

In 1994, a capital campaign feasibility study was conducted in anticipation of a major conversion from analog to digital broadcasting. This study led to the creation of two community leader roundtables and the WHRO Foundation concept. The State Corporation Commission issued a charter for the WHRO Foundation on May 13, 1996, and the initial meeting of the organizing directors was held the following day.

The Connecting People campaign was launched in 1998, and provided funding for the conversion to the digital television broadcast standard, and for the exploration of programming and educational possibilities opened up by the technology.

Technology research and development grants enabled WHRO to expand telecomputing and online services for education, community service agencies and cultural institutions.

Since the beginning of the 1990s, programming strategies have focused on audience development through acquisition of full national program services from PBS, NPR and Public Radio International, as well as selective local programs emphasizing the developing "national agenda" in Hampton Roads (e.g., Hear/Say, daily talk radio format; Hampton Roads: What's In It For Me?, televised town meetings; and Virginia Conversations, a series of programs providing a public forum for discussion of issues important to Hampton Roads and to all Virginians

There has been continued emphasis on earned income, through tower leasing, teleconference production, contracted videoconferencing services, and Internet service to WHRO members. Roughly a third of WHRO's revenue now comes from a variety of fee-based services, including teacher training, multi-media services to public, non-profit and private clients, web-design and hosting, and grants and contracts for productions and other services.

In 2001, President & General Manager John Morison retired following a twenty-six year tenure as Chief Executive Officer of WHRO, and a fifty-year career in broadcasting. The Board of Directors announced the selection of Joseph Widoff, former Chief Operating Officer of public broadcasting affiliate WETA to assume the leadership of WHRO as Chief Executive Officer of WHRO.

In October of 2003, in the first substantive modification of WHRO's governing documents since the corporation's charter in 1961, amended Articles of Incorporation were filed with the State Corporation Commission, providing a structure to more effectively ensure that the value of WHRO's assets are protected and increased; and to institutionalize a formal role for the superintendents of WHRO's fourteen owner school divisions.

A new, 25-member Board of Directors was elected on October 7, 2003.

In January 2004, WHRO held its inaugural Pioneer Awards Dinner, honoring Hunter Andrews and Vincent Thomas. This sold-out event attracted more than 750 attendees and gave many in the community their first look at WHRO's non-broadcast services. The Pioneer Awards, along with several other community events and a marked increase in underwriting revenue, helped the year of transition end with a surplus. The event was reprised in 2005, naming former Governor Gerald L. Baliles' and former Congressman G. William Whitehurst as recipients of the Pioneer Award; and in 2006, honoring David and Susan Goode.

In 2005, WHRO established the Center for Regional Citizenship, a multi-media initiative that brings together diverse constituents to discover common ground among the interests of the individual communities of Hampton Roads and the region as a whole. Center programming is multi-faceted and comprehensive, combining educational competencies in radio, TV and web resources with broad based community outreach.

**In 2006**, the Board of Directors accepted the resignation of Joseph Widoff, and a search process began to fill the position of President and Chief Executive Officer.

**In April 2007**, the Board of Directors announced the selection of Bert Schmidt, then President and CEO of WVPT in Harrisonburg, Virginia, to succeed Joseph Widoff.

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### Vision, Mission, Values

#### Vision

WHRO will be a dynamic and vital organization that improves the civic, educational and cultural life of the Hampton Roads community through broadcast, communications, and media services.

### Mission

WHRO is dedicated to enhancing the lives of the citizens in the communities it serves by responding to their need to be engaged, educated, entertained and enlightened. We are:

- A premier provider of products and services for educators and life long learners using the best technology available;
- A trusted and valued civic space where citizens can explore diverse issues in a thoughtful manner;
- A financially capable and sustainable organization delivering an excellent return on the community's investment.
- A provider of quality programming and services for television and radio audiences.

### Values

**Trust** – WHRO will earn the trust of the people it serves and its employees by acting in a manner that is respectful of their concerns and is fair and equitable.

**Service** – WHRO will provide the broadcast, communications and media services that people want in a professional and responsible manner.

**Stewardship** – WHRO will use its financial resources in a prudent and accountable manner for the benefit of the community.

**Transparency** – As a private non-profit, WHRO will be an open, accountable organization that informs its members and the community of the challenges and opportunities it faces.

Mission and Vision Page 2 of 2



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### Proposal Submission Guidelines

WHRO places special emphasis on content related to the Hampton Roads area of Virginia that is consistent with our mission -- education, culture and citizenship. WHRO production and programming priorities:

- Innovation and discovery
- Local communities, global vision
- Diversity and independent thought
- Entertainment & the arts
- Education
- Quality of life

### WHRO evaluates proposals according to the following criteria:

- How does this program fit with WHRO's production and programming priorities?
- Is there a need for this type of programming?
- What is the significance or relevance to timely or powerful issues?
- What is the target audience? Are there quantifiable demographics?
- Is the project funded?
- What is the value to funders?
- Are there comparable projects under development in the system?
- What is the potential PBS interest for this production?
- What is the primetime potential?
- Where applicable, what is the quality of on-air creative talent, writer, and director associated with the project?
- Does the project lend itself to providing added benefits that enhance the broadcast?

### For example:

- Educational component
- Web site extensions
- Outreach potential
- Video or book sales
   After-broadcast sales
- Pledge potential

WHRO works with producers at various stages in the production process-from development to broadcast presentation. To start the dialogue, WHRO asks all producers to complete and submit the enclosed forms along with any proposals, treatments or videotapes. Please note that we must receive both elements before we can review your project. These files are downloadable Adobe Acrobat files (.pdf).

## Project Description

This form provides us with the overview of your program idea and clarifies what type of relationship you wish to pursue with WHRO.

# Standard Release Letter 🕏

Many ideas, materials and suggestions are not new and are substantially similar to ideas developed by our own staff or submitted by others. To avoid any misunderstanding, it is our policy to require the signing of a release before we consider any program materials or ideas. If









the terms of the attached release are satisfactory, please sign and return one to us together with the project description form. Your signature is required.

Send any hard-copy materials, videos, etc., along with your completed Project Description and signed Standard Release Letter to:

### Barbara Hamm

Chief Community Affairs Officer WHRO 5200 Hampton Blvd. Norfolk, VA 23508

Phone: 757.889.9437 Fax: 757.451.6867

Email: barbara hamm@whro.org

We apologize that we cannot guarantee return of materials.

Our evaluation process takes approximately four to six weeks. Once your evaluation is completed, we will contact you about the status of your proposal. Thank you again for contacting WHRO, and we look forward to reviewing your materials.

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### **WHRO Productions**

### Civil War in Hampton Roads: A New Beginning

A New Beginning is the fourth and final episode in WHRO's documentary series Civil War in Hampton Roads. In the wake of the Peninsula Campaign, the Union seized control of all of Hampton Roads and the South lost the use of critical shipbuilding transportation, industrial and agricultural area. The Confederates attempted to recapture Suffolk in the spring of 1863. The resulting siege only enabled the Confederacy to obtain food supplies from the surrounding rich agricultural area. Only Smithfield would remain unoccupied by the Union throughout the war. Fort Monroe became a center for the recruitment of U.S. Colored Troops (USCT), as many African-Americans sought to serve in this war to end slavery.

Now available on DVD. Click here to order.

Civil War in Hampton Roads: Peninsula Campaign continues the story begun in the previous two episodes of this series and picks up with the events that followed the Battle of the Ironclads. Major General George Brinton McClellan assumed command of the Army of the Potomac following the Union debacle at Bull Run. He arrived on the Virginia Peninsula on April 2, 1862. The Federal commander thought that he could trap Major General John Bankhead Magruder's Army of the Peninsula at Yorktown like George Washington had cornered Lord Cornwallis during the American Revolution in 1781. The conflicts in Southeast Virginia during the first six months of 1862 comprise the Civil War's greatest amphibious operation – the Peninsula Campaign.

Now available on DVD. Click here to order.

### Civil War in Hampton Roads: Battle of the Ironclad

In the second episode in the series tensions increased as the North and the South simultaneously built Ironclad ships. The side finishing first could win the Civil War. As it turned out, it was a virtual tie. On March 8th 1862 the U.S.S. Monitor was at risk of sinking in a storm on the Atlantic Ocean as it steamed south along the east coast. That very morning the C.S.S. Virginia almost destroyed the Union's wooden fleet in Hampton Roads Virginia. But on March 9th the U.S.S. Monitor surprised the captain and crew of the Virginia who upon returning to the Roads expected to make short work of the remaining ships in the Union fleet. The stakes were high and the whole world was watching as the two ships pounded each other for four hours at close range. Battle of the Ironclads brings this story to life and illustrates how naval warfare was changed forever.

Now available on DVD. Click here to order.

### Civil War in Hampton Roads: First Episode, 1861

WHRO is producing a series of one-hour historical documentaries about the War Between the States. The first episode illustrates the events at the beginning of the war in 1861. This was the year that Southern Militia soldiers captured Gosport Navy Shipyard and Fort Norfolk, Brigadier General Benjamin F. Butler arrived at Fort Monroe and issued his Contraband of War decision, new technologies changed the way this war would be fought and residents of Hampton burned their city to the ground, shocking the Union command at Fort Monroe. Fort Monroe's moat-encircled masonry bastion was the only fort in the Upper South not to fall into Confederate hands when the war erupted. Future episodes of this series will focus on the Battle of the Ironclads as well as the Peninsula Campaign. John V. Quarstein, director of the Virginia War Museum, will host this series of programs focusing on the Civil War in Hampton Roads.

Now available on DVD. Click here to order.

### Code-Switching

Everyone at some point in their lives has code-switched. You may not be all that familiar with the term, but if you've every transitioned from an informal speech pattern to a more formal type of speech, you've code-switched.



The "Code-Switching" documentary looks at how the inability to code-switch can impact where you work and what you earn. The documentary does not point the finger at a particular dialect as incorrect or wrong. Nor does it imply that only Mainstream or Standard English should be spoken at all times – but it does address the pitfalls of only being able to speak informally in a society that expects formal speech in certain environments. Click here to learn more.

### Hampton 400 - From the Sea to the Stars

Since 1610, Hampton has witnessed many historical firsts, many of which – such as the arrival of the first Africans in Virginia in 1619 or NASA's Mercury 7 Project – have shaped our nation's destiny.

Hampton, the oldest continuous English speaking community in North America, has a tremendous history that unfolds throughout this documentary. It's a story of valor, sacrifice, leadership, community, education, hard work, technology, military, science and economic advancement. All these things were planted at the Virginia Indian village of Kecoughtan in 1610 and carried onward by individuals like Peter Heyman, John Baytop Cary, Mary Peake, Harrison Phoebus, James McMenamin, Harry Holt, Hunter Andrews, and Ann Kilgore.

The city's history is a tribute to the men and women who have made the city a success, lovingly told in Hampton 400: From the Sea to the Stars.

### Here and Then

Hampton Roads is packed with history. Local audiences love it. WHRO tells it with Here and Then. Click here for Here and Then podcast.

#### **Net Files**

This monthly in-service magazine program shows educators the tools and equipment needed to be Net Wise as on-air instructor Tom Doering features the latest and greatest educational web tools and sites. Each program includes visits to real classrooms where real teachers are using real technology with real students.

### The Norfolk 17: Their Story

They were just teenagers who wanted a chance at a better education. But in 1959 Norfolk, that was a problem. African-American students weren't allowed to go to historically white schools.

...Until the landmark Brown v. Board of Education decision opened the door for them by striking down the doctrine of "separate but equal." But it still took years of legal wrangling before any of the Norfolk 17 set foot into an integrated classroom.

### SchoolTalk

A weekly magazine program for educators featuring utilization tips for upcoming WHRO programs, interviews with organizations offering educational outreach, on-location segments featuring area education events, and the School Of The Week websites highlighting local schools throughout the year.

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WHRV Radio Technical Issues 757.889.9401

WHRO Radio Technical Issues 757.889.9402

WHRO TV Technical Issues: 757.889.9473

Telecomputing Services Helpline 757.889.9424

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WHRO.net (WHRO Mem bers' Internet access) 757.889.9424 info@whro.net

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# CERTIFICATE OF SERVICE

I, Rhea Lytle, hereby certify that a true and correct copy of the foregoing "Comments in Opposition to Proposal" was sent via first-class, postage prepaid mail on this 30<sup>th</sup> day of September, 2011 to the following:

Joyce Bernstein\*
Chief, Video Division
Media Bureau
Federal Communications Commission
445 12<sup>th</sup> Street, SW
Washington, D.C. 20554

Lauren A. Colby, Esq. Law Office of Lauren A. Colby 10 E. Fourth Street P.O. Box 113 Frederick, MD 21701

Rhea Lytle

\*Via electronic mail